

REMARKS

The above amendments to the above-captioned application along with the following remarks are being submitted as a full and complete response to the Official Action dated April 20, 2004. In view of the above amendments and the following remarks, the Examiner is respectfully requested to give due reconsideration to this application, to indicate the allowability of the claims, and to pass this case to issue.

Status of the Claims

Claims 42-58 are under consideration in this application. Claims 1-17, 29-30, 32-33, and 37-41 are being cancelled without prejudice or disclaimer. New claims 42-58 are being added to recite other embodiments described in the specification.

Additional Amendments

The claims are being amended to correct formal errors and/or to better recite or describe the features of the present invention as claimed. All the amendments to the claims are supported by the specification, especially on pages 48-49, 52, 55, 78 and 81, as well as Figs. 1-11 (the elected Species I). Applicants hereby submit that no new matter is being introduced into the application through the submission of this response.

Prior Art Rejections

Claims 1-2 were rejected under 35 U.S.C. § 103(a) as being unpatentable over JP 07013128 A to Nishihara et al. (hereinafter "Nishihara"), and claims 3-18, 29, 32-33 and 37 were rejected as being unpatentable over U.S. Pat. App. Pub. No. 2002/0000960 Yoshihara et al. (hereinafter "Yoshihara"). The prior art references of Makino et al. (6,570,554), Lee (5,818,172), Song (6,373,397) and Ota et al. (6,198,464) were cited as being pertinent to the present application.

The liquid display device of the invention (e.g., Fig. 1), as now recited in claim 42, comprises: a liquid crystal display panel; and a backlight unit. The backlight unit repeats lighting and extinguishing a backlight 300 such that a lighting time period is shorter for a motion picture image with a fast movement (e.g., Fig. 1E) than for a motion picture image with a slow movement (e.g., Figs. 1D, 1C). See page 48, last paragraph to page 49, 2nd paragraph.

The invention, as now recited in claim 51, is also directed to a liquid display device with the backlight unit controlling a backlight 300 to maintain lighting for a still picture image (Fig. 1B), and repeats lighting and extinguishing for a motion picture image (Figs. 1C-1E). See page 48, 4th paragraph.

Applicants contend that one of the cited references teaches or suggest (1) “a lighting time period is shorter for a motion picture image with a fast movement than for a motion picture image with a slow movement” or (2) “maintaining lighting for a still picture image and repeating lighting and extinguishing for a motion picture image”.

In contrast, Yoshihara merely teaches that increasing an electric current supplied to the backlight when the duty of the lighting time is small (p. 7, 2nd paragraph of the outstanding office action), and that decreasing the duty of lighting time in response to the magnitude of the video signals (p. 8, 2nd paragraph of the outstanding office action). Other references fail to compensate for Yoshihara’s deficiencies.

Applicants contend that the cited references, or their combination fail to teach or disclose each and every feature of the present invention as disclosed in independent claims 42 and 51. As such, the present invention as now claimed is distinguishable and thereby allowable over the rejections raised in the Office Action.

Conclusion

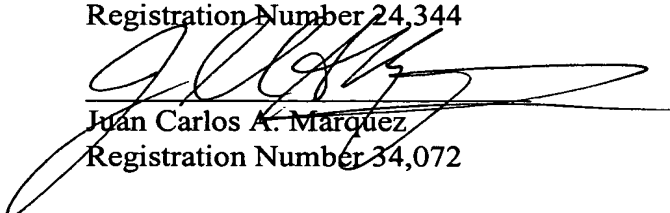
In view of all the above, clear and distinct differences as discussed exist between the present invention as now claimed and the prior art reference upon which the rejections in the Office Action rely, Applicant respectfully contends that the prior art references cannot anticipate the present invention or render the present invention obvious. Rather, the present invention as a whole is distinguishable, and thereby allowable over the prior art.

Favorable reconsideration of this application is respectfully solicited. Should there be any outstanding issues requiring discussion that would further the prosecution and allowance of

the above-captioned application, the Examiner is invited to contact the Applicant's undersigned representative at the address and phone number indicated below.

Respectfully submitted,

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